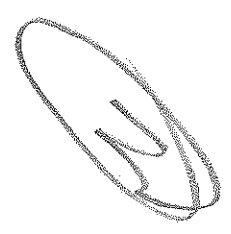


ADV # \_\_\_\_\_ ADV. NAME \_\_\_\_\_ ISS/AMER. CROSSROADS  
 AGY # \_\_\_\_\_ AGY. NAME CROSSROADS MEDIA LLC  
 66 CANAL CENTER PLAZA, SUITE 555  
 ALEXANDRIA, VA 22314  
 ORDER # \_\_\_\_\_ CONTRACT # 6333107  
 CLASS: NATL. LOCAL REGIONAL  
 PRDCT AMERICAN CROSSROADS EST#953 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT2/12 OCT8/12 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP24/12 09.02

REP: NEW ORDER  
 TTL \$42,750 @10X  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN  
 CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 AMERICAN CROSSROADS

WA: 46000



9/24/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1000A-1030A	30		\$350.00	10/5	10/5	1		FRI	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM CON COM1 : WFLA NEWSCHANNEL 8 @ 10AM												
2			1000A-1030A	30		\$350.00	10/8	10/8	1		MON	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM CON COM1 : WFLA NEWSCHANNEL 8 @ 10AM												
3			1000P-1100P	30		\$7,000.00	10/8	10/8	1		MON	1
PROGRAM : REVOLUTION CON COM1 : REVOLUTION												

AGENCY ADVERTISER CODE = 11  
 AGENCY PRODUCT CODE = 27  
 AGENCY EST# = 953

REP HEADLINE# 6333107  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP24/12 09.02  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			800P-1000P	30		16000.00	10/8	10/8	1		MON	1
PROGRAM : THE VOICE												
CON COM1: THE VOICE												
5			1000A-1030A	30		\$350.00	10/4	10/4	1		THU	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												
6			1000P-1100P	30		\$7,000.00	10/4	10/4	1		THU	1
PROGRAM : ROCK CENTER W/ BRIAN WILLIAMS												
CON COM1: ROCK CENTER W/ BRIAN WILLIAMS												
7			1000A-1030A	30		\$350.00	10/2	10/2	1		TUE	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												
8			1000P-1100P	30		\$5,000.00	10/2	10/2	1		TUE	1
PROGRAM : PARENTHOOD												
CON COM1: PARENTHOOD												
9			1000A-1030A	30		\$350.00	10/3	10/3	1		WED	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												
10			900P-1000P	30		\$6,000.00	10/3	10/3	1		WED	1
PROGRAM : LAW & ORDER SVU												
CON COM1: LAW & ORDER SVU												
OCT/12 42750.00												
CONTRACT TOTAL 42750.00												
TOTAL SPOTS 10												

① 10A-  
PMS Debate.

MARKET TOTALS \$203,571 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%  
SHARES ACCURATE. WMOX 0% WXPX 0% WWSB 7% CABL 0%

SVC- NSI  
DEMOS- RA35+\*

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 780 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 36750	<b>Campaign Ref:</b> E:063331070
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 11/27/953	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06333107
<b>Est./PO Number:</b> 06333107	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
2	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
3	Mon 10p ET / 9p CT Revolution	02	7000	30	Nbr of Spots	1	1	7000
4	Mon 8-10p ET / 7-9p CT Voice	02	16000	30	Nbr of Spots	1	1	16000
5	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
6	Tue 10p ET / 9p CT Rock Center	01	7000	30	Nbr of Spots	1	1	7000
7	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
8	Tue 10p ET / 9p CT Parenthood	02	5000	30	Nbr of Spots	1	1	5000
9	M-F 10a News	01	350	30	Nbr of Spots	1	1	350
<b>Weekly Totals:</b> Total Spots(Ord Spots)					6	3	9	

**American Crossroads/ Issue**  
**Submission Number 780 Issue 1**



WF LA-TV

P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b>	American Crossroads/ Issue	<b>Submission Cost:</b>	36750	<b>Campaign Ref:</b>	E:063331070
<b>Buyer:</b>		<b>Client/Product/Estimate:</b>	11 /27 /953	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/01/12 to 10/14/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06333107
<b>Est./PO Number:</b>	06333107	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
..W....								
Weekly Totals: Total Spots(Ord Spots)					6	3	9	

Grand Totals			
	Month 10 Weeks: 4		
	10/01		10/08
<b>Totals</b>			
Spots	9	6	2
Cost	36750	13400	23350

**Grand Totals:**

**Spots:**

CO

**Gross Total:**

**36,750.00**

**Commission:**

5,512.50

Net Total:

31,237.50